

Your Business Travel

# Game Plan:

How to win with more *visibility*.



CORPORATE  
TRAVELLER™

bring an expert on board





# Your Business Travel Game Plan:

# How to win with greater visibility.

If your organisation is DIY-ing its business travel or you're working with another travel management company that isn't hitting the mark, this game plan is for you. The plan includes advice and links to relevant resources to help you develop a program that enables your organisation to fully leverage your business travel for growth.

Our game plan touches on all the key aspects of a travel program including service, technology, savings, travel expensing, traveller safety, travel policy, sustainability and program optimisation. It talks to the challenges, the strategies and what a win looks like when these areas are performing well.

## The season opener

There's two strategies that every business needs to master when it comes to corporate travel. The first is consolidating business travel through a single travel management company. And the second is finding a travel management company that's the right fit for your organisation. Your preferred travel company can act as your coach or your guide. The best athletes in the world have a coach in their corner, so find a travel partner that's a good fit for your business and can expertly coach you to overcome the hurdles.

These two moves alone, will help to give you the consolidated view of your travel activity and spend, you need to take control of your travel game for the long-term.

## Ready to play?

### Let's get started with some pre-game questions:

1. Do you have quick and easy access to your total annual travel spend?
2. Is your business's travel program seamless or is your team frequently playing catch up?
3. Does your program balance the business's commercial goals with flexible travel options?

**If you've answered no to any of these questions or you're not sure how to answer, you've come to the right place.**

# Service



## 58,414

enquiry's handled in 2022 by  
the Corporate Traveller Australia  
24/7 emergency team



## The Challenge

If you're managing business travel in-house, you could be facing a raft of issues with a fragmented travel program. You might have employees booking their own travel through different channels or an EA or PA looking across multiple airline and hotel websites to find the best deals. Throw in a travel emergency on the weekend and things start to get super complex, for everyone. If you're already using a travel management company, you might be sick of wasting time on call waiting, a call-centre approach to service, and dealing with a travel company that treats you as a number not a business with specific needs.

## The Game Plan

As mentioned on the previous page the first steps to better business travel rely on finding a travel partner that is a good service fit for your business's needs. Next, work on consolidating your travel bookings through your travel provider. Talk to your provider about what kind of service you require. Do you need someone to help with overflow or complex bookings or all bookings? Do you have lots of international travel? The best kind of travel service will be tailored for your needs and offer personal support that helps your business to save time managing travel, save money on every booking and feel less stressed about managing travel overall. Once you have a solution in place, talk to your travel provider about what's working, what's not and how your support needs to look in the future.

## You're Winning When ...

- Everyone from the CEO to the new marketing exec on their first business trip, are kicking goals when they travel thanks to seamless, compliant and safe travel.
- You're receiving the right level of service from your dedicated travel consultant who knows your name and your business's requirements
- Your travel program including air, hotel, and ground travel is consolidated through your travel partner and you're working with them to optimise every aspect of your program.

## The score card

Consolidate your travel through a single travel company that can provide service and support tailored for your individual business's needs

Work with your travel provider to determine what kind of service your business and your key travel stakeholders need for bookings, after hours support, reporting, expense management and program optimisation

Do you need to run a traveller / travel stakeholder group survey to gauge how your service solution is performing? experts, etc.

**//** The continuity of the relationship has made our travel program journey so easy. When we call Corporate Traveller we get the same people – not a call centre – which translates to great, personalised service.

The result is meaningful knowledge translated into proactive travel management from a team which "almost know our travel program and patterns better than us. **//**

Paul Lemieszek, Facilities Manager, Gallagher

[Read the case study](#)

# Technology

## The Challenge

Maybe you think your business doesn't travel enough to warrant an online booking tool, or you don't have any technology to manage itinerary requests and approvals, or maybe you need a tool to help communicate to travellers when there's flight delays. If you're not using any technology to help with the management of business travel, this advice is for you – there is an easier way to manage. And technology plays a huge role in bringing all the pieces of the travel puzzle together.

## The Game Plan

Talk with your travel provider about what your booking, approval, reporting, expense management and risk management needs are from a travel perspective. Bring someone from each of the key areas to the first meeting with your new travel company including a finance person, manager and a travel arranger or booker. That way your team can walk your travel provider through what you need from a process flow. From here your travel partner can make technology recommendations that will help you to consolidate and automate your travel management for greater visibility and control.

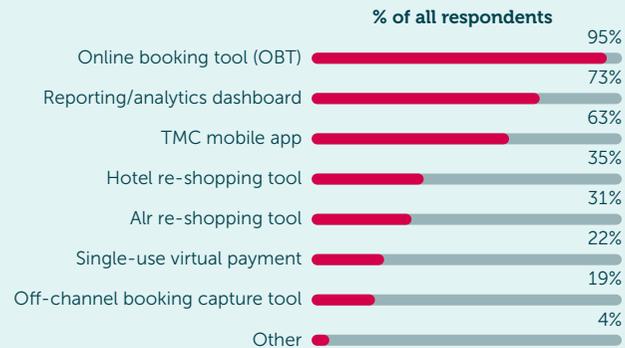
## You're Winning When ...

Your entire travel program is centralised via a single online location or platform. Your travel stakeholders have easy access to your travel program information. All your bookings are being channelled through your online booking tool, your travel booker and travellers are saving hours with fast and easy bookings and approvals. And most importantly, you have visibility of all your travellers, your travel spend and patterns.



### Types of technology used to manage travel

Your business may need a suite of tools to manage your end-to-end needs for managing travel. From an online booking tool to mobile app and centralised online hub where everything lives. Below you'll see how many companies use various tools to manage their business travel.



While an online booking tool (OBT) is important, there is a lot more to technology than booking solutions. (GBTA report)

### Resources:

Five must-have travel tech tools (and one that reigns supreme)



[Read Now](#)

Why a blend of people and tech is the key to winning at business travel



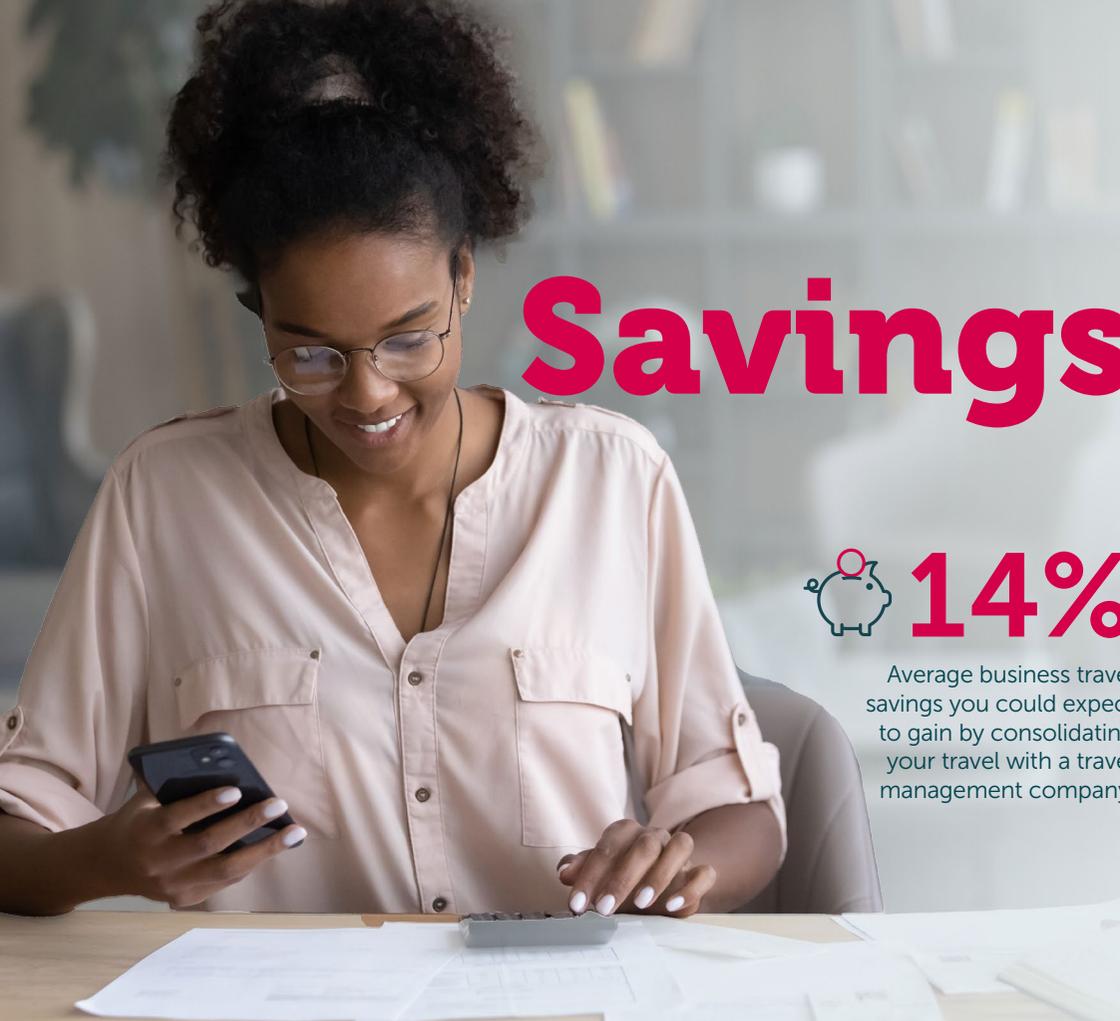
[Read Now](#)

### The score card

Survey your team to find out what programs they're currently using for booking and approvals, reporting, and managing traveller profiles.

Determine if your current tech solutions can accurately track your travel data and easily provide you with the information you need to report, budget, and manage your travel program.

If you already have travel technology, is the functionality really helping you to save time and money?



# Savings

 **14%**

Average business travel savings you could expect to gain by consolidating your travel with a travel management company.

## The Challenge

You don't know exactly how much your business is spending on travel. You're also not 100% sure if you're getting the best value hotel rates or what extra value your business may be entitled to outside of a sale fare or hotel rate. When business travel is all over the place, you don't have the visibility or insider knowledge of where and how to find every opportunity to save. Without a consolidated view of your travel spend and activity it is very difficult to leverage your booking volume to secure discounts.

## The Game Plan

Start by finding a way to easily track ALL your travel spend including ancillary expenses (hint ask your travel provider!). When you have a consolidated view and reporting on what you're spending and how you're spending, you can look at the different ways to save on bookings and add value to your overall program. Negotiated rates, corporate fares, supplier reward programs and travel provider exclusive offers are just the start of your journey to more savings from consolidated and managed travel.

## You're Winning When ...

Your return on investment from travel is measurable, tangible and quantifiable. What does this mean? You know what you're spending, who's spending, where they're spending and your business can clearly identify savings and value in true, hard numbers that make a difference. You can see where you've been able to re-use travel credits, cash in on a waiver or favour, negotiate extra value based on your travel volume, are a part of every travel reward program you're eligible for ... (the list goes on!).

How much can your business save on its business travel?



[Try our savings calculator!](#)

Keen for more insights?



**5 quick wins to save money on business travel**



**Guide: Don't pinch pennies. Make smart savings**

## The score card

You know how much your business spends on travel down to the last cent

You know what your average total cost of trip is for domestic and international travel

You or your travel company can easily run a report for you on how much you've saved across your key travel spend areas

## The Challenge

Your team self-books and is quite good at submitting receipts on time, but sometimes receipts or invoices go missing. Your travellers use their own personal cards, (which they complain about), so reconciling expenses is complicated and time consuming. Your travellers have vented many times about having to pay for hotel bills on their own cards. Your finance team say they'd prefer invoices with enhanced data as they sometimes spend hours chasing traveller or supplier information and reconciling expenses every month. Plus, the organisation has been having a few issues managing cash flow of late with spend on corporate travel increasing rapidly as the business grows.

## The Game Plan

Make sure your travel partner can offer simple and streamlined payment and expense management solutions that gives your team what they need. Ask your travel company for a solution that consolidates your payment and expense management process. Would your company benefit from being on a travel provider's invoice account? Or should you have a chargeback solution set up for your accommodation program for travellers? Or would your business be better off using a centralised travel account where all your expenses are charged to one company card that's managed by your travel company? Once you have that part sorted, make sure your payment or solution is integrated, which will make it even easier to manage your company's expenses.

## You're Winning When ...

All your travel stakeholders including your travellers, in-house travel arranger/s and your finance team save time on managing travel expenses. You've started using a charge-back facility and you've stopped getting negative feedback from travellers who don't like having using their personal credit card to pay work hotel rates and other charges like breakfast. Your finance team, with help from your travel company, has implemented an invoicing solution via a trading account, which has helped the business to manage cash flow. Your team has the expense management data they need to reconcile costs quickly and easily each month. Plus, with your new simplified expense management solution, you've got 100% visibility of your travel spend and activity. **#Winning**

# Travel Expense



 **64%**

of SMEs agree that travel expense reconciliation would be easier if all invoices were in a similar format

 **64%**

Of SMEs agree that reconciliation would be easier if it was more automated

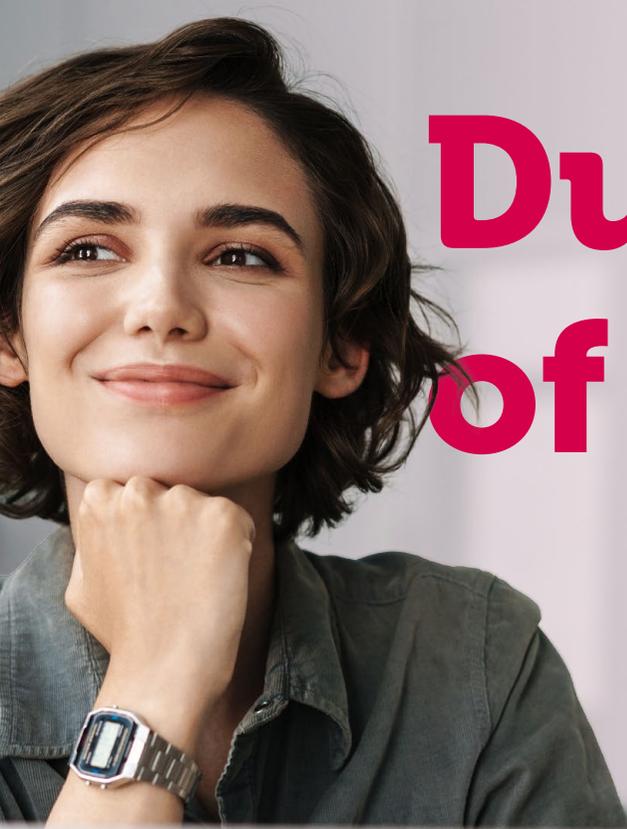
(Enhance survey of SMEs 2021)

## The score card

Assess what and where your travel expense and reconciliation pain points are

Talk to your travel management company about the types of payment and expense management solutions they offer and what would best suit your business's needs

Assess whether your company needs a traveller specific solution such as a hotel chargeback or virtual card options.



# Duty of Care

## 51%

of 120 companies do not provide resources or tips pertaining to traveller safety.\*

### The Challenge

Ad hoc bookings made by travellers direct with airlines and hotels mean you don't have visibility of traveller data. You don't have the reporting capabilities to see where your people are at any given moment nor if there is an emergency. Your business also struggles with communicating and alerting travellers when there is a travel disruption. Because your travel program is fragmented, your business has also experienced issues communicating policy, program and supplier updates to your travel community.

### The Game Plan

Start with consolidating your entire travel program in the one online location that your entire company can easily access and see. Use the platform or hub to communicate any program or supplier updates to your people. Make sure your travel partner can give you real time or near real time reporting capabilities to run reports on where your people are, and that you have a solution in place to alert and communicate with your travellers. Is your business set up with a 24/7 global risk intelligence solution? And what about a communication solution for everyday travel disruptions like flight delays and gate changes – have your travellers downloaded an app to receive instant alerts?

### You're upholding your duty of care when ...

Your people, including your travellers and travel arranger/s know and understand what your travel risk management process involves.

- They know who they can contact and how when an emergency strikes
- You have a single point of contact for all travel emergencies
- Your business is receiving travel risk alerts that are relevant for your type of travel
- Your reporting capabilities give you a consolidated view of where your travellers are and you can quickly and easily communicate with travellers
- You have reporting, mobile and risk technology to ensure the safety and wellbeing of your travellers
- You're using a mobile travel app that's integrated with your booking system and your travellers have the support they need, whenever they fly

## The score card

Do you have a travel risk management plan in place? If so review your plan and ensure all processes, contacts and details are up to date. (Ask your travel partner to help you with this!)

Chat with your HR department and management team to find out if there are any blind spots in your travel program, and where existing policies need to be beefed up.

Liaise with your travel community to make sure they have the support they need, if there are any gaps and if they know where to find relevant information around traveller safety



Take a coffee break and read more about duty of care essentials for your business

**Duty of Care Essentials for Business Travel**



### How can we help?

Discover how Corporate Traveller can help you develop an effective traveller safety strategy.

**Discover**

## The Challenge

Your business doesn't really have a strong travel policy in place. No-one knows what's in your business's current policy or where to find it. Your travel arrangers quite often get asked questions that are policy related and lately you've noticed hotel bookings coming through for properties that your company doesn't normally book through or have preferred rates with. Your business is also not sure how to go about mandating a policy that includes flexibility for your travellers but also works towards achieving your cost reduction goals.

## The Game Plan

Work with your travel management company to develop a travel policy that includes guidelines for all the key aspects of your travel program including air, hotel, ground transport bookings, sustainability choices, traveller safety and expense management. Create a policy that's easy to understand and covers off the where, how, who and when. Make sure your policy is aligned to your broader business's key objectives including commercial and sustainability targets.

## You're Winning When ...

All your travellers know where to find a copy of your organisation's most recent travel policy, which is no more than two pages long and stored in a central online travel hub. Your people can download it easily and they understand what is required of them when they travel for work. Your in-house travel arranger/s rarely get asked any policy related questions, all your bookings are consolidated through your travel partner or their online booking tool and your reporting indicates there are hardly any out of policy bookings being made.

## Tools & Resources

How does your travel policy measure up?

Try our travel policy benchmarking tool



Begin

Guide: How to nail the **perfect** travel policy

Go



# Travel Policy



## The score card

Liaise with the key areas in your business including management, HR, finance, in-house travel arranger and some of your frequent travellers, to evaluate what needs to be included in your travel policy.

Find out which parts of your policy need to bend and flex with different business needs ie do you have rules for preferred travel times and carriers? How flexible are you on these options?

Schedule quarterly or six month reviews of your policy to ensure it's being followed, and meets the needs of your travellers and the business.

# Sustainability



## The Challenge

Your company has an idea of what you'd like to achieve with sustainability, but you don't have any idea how to include these goals in your travel program. You're currently not measuring anything (or very little) when it comes to your carbon emissions. Your people also don't have any knowledge of what kind of 'green' solutions are available via the travel program and technology.

## The Game Plan

Get your travel partner 'coach' to help you pinpoint the areas you want to improve. Have your coach run through all the pre, during and post travel options that are available and how these can integrate with your travel program. Know in advance if you're willing to put budget aside for aspects such as carbon offsetting and see what the appetite is amongst your travellers to achieve greener travel. Have you given any consideration to your travel supply chain, how green are they? You could also think about creating some friendly challenges or incentivise sustainable choices to drive the right traveller behaviour.

## You're Winning When ...

You have a clear path ahead and you know what you need to do to get there. Whether by booking more non-stop flights, working with environmentally friendly hotels and event suppliers or just encouraging your travellers to choose options that are better for the planet. Don't forget sustainability is also about your people, so try to ensure you're looking after the health and wellbeing of your travellers. Not sure how? Talk to your travel partner.

## The score card

Does your organisation have sustainability goals or objectives? If so, talk to your travel management company about how you can align your travel program's sustainability goals with your broader business objectives.

Even if your business isn't ready to go down the sustainable travel path right now, think and plan for the future. Have your travel partner run your business through all the solutions that are available

Outline a strategy for tracking your progress and review the data at the three-, six-, and 12-month marks.

To better understand what sustainability means to our clients we conducted a survey with existing and prospective clients in June/July 2021 and found:

**\*85% believe sustainability is important to their organisation, but only 21% have a formal business travel sustainability programme**

Looking for more resources on sustainability? No worries, we're happy to share!

Make your business travel eco-friendly

Align your sustainable travel initiatives with your company culture

# Program Optimisation



## The Challenge

Your business doesn't really have a travel program as such, you just have a bunch of sales people that travel regularly, who liaise with one of the company's EAs for their travel bookings. Or you're already working with a business travel company but you don't speak to them on a regular basis about your program and you're not really sure if you're getting your money's worth from them beyond the booking.

## The Game Plan

If your business self manages your company travel and you're about to bring a travel management company onboard, one of the conversations you need to have early in the piece is about program optimisation. And by program optimisation we're talking about the additional value and savings a travel company can help you achieve, with strategic hands-on account management beyond just the travel transactions. This work helps your business to elevate all parts of your program – from reporting and analytics to supplier contract management and negotiations, risk management, sustainability and much more. If you're already working with a travel company, the key question for your business is, can you quantify how much value your travel partner brings your business beyond the booking?

## You're Winning When ...

You're meeting with your travel partner on a regular basis, such as each quarter to discuss how your travel program is performing. You are using your consolidated reporting and travel data for major decision making about your future travel spend and activity, to identify where the opportunities for change and savings are and you can quantify all the extra program value your travel partner is bringing to the relationship.

## The score card

Talk to your travel management company about what account management or program optimisation services they have

Ask for a six to 12 month business or program plan for optimising your travel program

If you're already with a travel partner, assess how much value you're receiving from your travel management company beyond the booking. If that is difficult perhaps it's time for a change.

**// I've worked with four other corporate travel agencies and no one has been able to deliver like Corporate Traveller does.**

Susan Miller, EA, Alpha Technologies



**Do we need travel program account management?**



# In first place on the leader board



When you have a game plan for your business travel and you have the advantage of consolidated data and insights at your fingertips, you're setting your business up for the best chance of success. Because when you consolidate your travel and achieve visibility of your total spend and activity, you're in the best position to take action to save more time and money. Eventually you'll have enhanced your travel program to a point where all your stakeholder needs are being met and you're driving savings and value from your investment on travel, for the long-term.

## The journey ahead

Find a coach that will help you to make every trip count. Make it count for your people, for your business wins, for the planet, and every moment in between each trip.

When you work with Corporate Traveller, you don't just get help booking your travel, you get the #ultimate team behind you to make your business travel impactful, purposeful, and successful.

**Here's what one of our clients had to say:**

**//** Our team has been partnered with Corporate Traveller for 13 years and has benefited enormously from their level of service and personal care. Their professionalism and dedication in getting us from A to B has not only ensured that our people get home in time to see their families, but it's also helped those of us in the office focus on our core tasks rather than managing travel bookings. The time we've saved has been invaluable.

Sallyanne Byrne, Internal Sales Coordinator, RUD Australia





**CORPORATE  
TRAVELLER™**

bring an expert on board

Ready to build your game plan with the travel experts?

**Let's get going**